2013 RAM 2500/3500 HD
SALES CONSULTANT PRODUCT GUIDE
CHRYSLER ACADEMY

NEW 2013 RAM 2500/3500 HD

ULTIMATE TOW/HAUL/PUSH/PULL MACHINE

For years, with a devout throng of loyal owners, the Ram 2500/3500 HD lineup has symbolized the utmost in controlled capabilities. Each ready to work hard and smart. Ever-increasing sales volumes stand as a testament to Ram HD prowess in the market and on the job site.

The new 2013 Ram 2500/3500 HD Pickups build upon this powerful heritage by fortifying the vehicle's structure and equipment. Take the time to investigate all the new Ram HD lineup has to offer. You'll find an extensive list of frame-to-skin improvements and enhancements.

Furthermore, technologies have been integrated into these vehicles to make them even tougher, stronger and far more efficient and convenient to own, as well as operate. Quite simply: the 2013 Ram HD Pickups are designed and engineered to provide even more best-in-class capabilities than the current offerings. Each represents a more perfect tool to get a job done or pursue a lifestyle that demands capability and accomplishment.

Efficiency was also a primary target in the development of the new 2013 Ram HD Pickups. Some features are design improvements, while others are advanced technologies that are being integrated into the heavy-duty market segment for the first time. Most importantly, make sure your prospects know these efficiency improvements benefit both operation and ownership.

Finally, realize that quality was a strong development factor as well. Quality is obvious upon any inspection of the vehicle. It is thoroughly evident in the exterior design and assembly, the robust improvements to the chassis and drivetrain and the comfortable and well-appointed
interior environment.

These pickups represent a unique opportunity in the market. HD Pickups are typically essential elements in the lives of the owners. Confidently invite comparison. The 2013 Ram HD lineup offers the more complete solution for the needs and wants of the heavy-duty buyer.

2013 RAM 2500/3500 HD

FOUR KEY REASONS TO BUY

The 2013 lineup of Ram 2500/3500 Heavy-Duty Pickups is designed and engineered to get things done with stout power, precise control and confident durability. These Ram HD hallmarks are now joined by enhanced operating efficiency, convenient technology and levels of comfort that belie the abundant brute force capabilities.

1. POWERFUL CONTROLLED CAPABILITIES

- "Class-Maxed" Gross Vehicle Weight Ratings (GVWR)
- DRW 3500 with 6.7L turbo diesel engine with new available Aisin 6-speed automatic transmission offers best-in-class Towing and Gross Combined Weight Rating with exceptional payload capabilities.
- Powerful diesel choices
- 2500 & 3500 available 6.7L Cummins® Turbo Diesel with 6-speed manual – 350 hp and 660 lb-ft of torque
- 2500 & 3500 available 6.7L Cummins® Turbo Diesel with 68RFE 6-speed automatic – 370 hp and 800 lb-ft of unsurpassed torque
- 3500 available high-output 6.7L Cummins® Turbo Diesel with new Aisin 6-speed automatic – 385 hp and 850 lb-ft of best-in-class torque
- Now available: 3500 SRW models with legendary 5.7L HEMI® gas engine and 6-speed automatic transmission delivers best-in-class standard gasoline-driven horsepower and torque vs. similar engines in the segment
- New available Aisin 6-speed automatic transmission mated with the high-output 6.7L Turbo Diesel on 3500 is designed for higher engine ratings and capability weights. It also incorporates a new shift control system to help ensure operation in the most fuel-efficient speed range
- Class-exclusive available 6-speed manual transmission
- More robust-designed 3500 frame now constructed of high-strength 50,000 psi steel (up from 35,000 psi) throughout, additional cross members, and hydro-formed front and rear sections for optimal strength and mass efficiency
- Increased Front Gross Axle Weight Rating (FGAWR) with redesigned front axle carrier

2013 RAM 2500/3500 HD

FOUR KEY REASONS TO BUY

I. POWERFUL CONTROLLED CAPABILITIES CONTINUED

- Four-channel Electronic Stability Control (ESC) for dual rear wheel 3500 offering the first ESC application on DRW applications in its class. Now ESC is standard on all 2500 and 3500 offerings as part of a comprehensive suite of safety features, including:

  - 4-wheel ABS
  - All-Speed Traction Control
  - Brake Assist
  - Rain Brake Support
  - Ready Alert Braking
  - Electronic Roll Mitigation
  - Hill Start Assist
  - Trailer Sway Control

- New three-link 3500 front suspension helps ensure the roll stiffness necessary for the vehicle's higher GVW rating without sacrificing ride and handling qualities, regardless of load
- Reconfigured 3500 Hotchkiss (leaf) suspension for increased payloads, yet still helps ensure exceptional ride/handling/roll dynamics
- New standard Class V trailer hitch receiver (hitch offers 7711 kg [17,000-lb] conventional towing capacity and 816 kg [1,800-lb] of tongue weight) with 4- and 7-pin trailer harness connector
- Industry-first, factory-installed rear structural cross member with provisions for fifth-wheel and gooseneck hitches on 3500 models

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FOUR KEY REASONS TO BUY

2. OPERATING EFFICIENCY

- Incorporation of "Ram Active Air" technology on diesel engines – a computer-controlled valving system in the engine's air box that automatically switches where air is pulled from (e.g., from under hood at the fender or through the grille) that ensures optimal performance in all scenarios
- Selective Catalytic Reduction (SCR) system (on all diesel engines) that incorporates use of NOx emission-reducing Diesel Exhaust Fluid (DEF, or Urea). The system ensures compliance with all diesel-related emissions standards while ensuring optimal fuel efficiency. It also ensures enhanced thermal retention, reduction of deposits within the exhaust system and enhancements for system durability
- Dual fuel filtration system on diesel engines enables best-in-class fuel filtration and water separation ensuring enhanced engine quality, reliability and durability in virtually every climate
- Smart Exhaust Brake – an enhancement of the current exhaust brake on diesel engine applications. The technology controls the descent of the vehicle on downward slopes (hills) electronically by using the variable nozzle on the diesel's turbo for smoother, less aggressive exhaust braking characteristics
- Automatic Front Axle Disconnect on 4x4 3500 models helps provide enhanced fuel economy

FOUR KEY REASONS TO BUY

3. DESIGN, STYLE AND SUBSTANCE

Exterior

- New grille designs feature more chrome (on most models), detailed surfacing and richer finishes throughout the face
- New standard high-performance quad headlamps
- Available bi-functional projector lamps
- Up-level models feature LED markers and 15-element LED taillamps
- New available tubular wheel-to-wheel side steps (only on SRW) for improved box access, lighter weight, enhanced aerodynamics and fuel efficiency
- Capless fuel filler (diesel applications) enables a space-saving, side-by-side fuel and DEF (Urea) port configuration (some competitors have DEF refill located under hood). Allows convenient fuel and DEF refill at pump stations (no need to move the vehicle regardless of refill need)
- Factory-installed trailer tow 7-pin connector in the box included with optional fifth-wheel/ gooseneck tow prep package
- Power folding 6x9-inch outside mirrors on 2500
- New available AllSecure™ Remote Keyless Entry operation includes not only the doors but also the tailgate and RamBox® (when equipped), adding extra security for all stored items

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FOUR KEY REASONS TO BUY

3. DESIGN, STYLE, AND SUBSTANCE CONTINUED

Interior

- New door surface materials, surfacing and design on all models. Updated materials finishes – including mono- and two-tone soft-touch surfaces – throughout the instrument panel and doors on up-level models
- White, clear, crisp LED illumination throughout the interior on Power Wagon, Laramie and Longhorn. LED lighting brings consistent illumination qualities throughout the cabin
- Consistent Blue Sapphire back lighting is applied in virtually all switches and control locations for consistent, brand-oriented ambient illumination. Sapphire Blue ambient lighting now also applied at the door handles and door map pockets on higher-end models. Additionally, ambient lighting intensity control is now adjustable through the vehicle's Control Centre cluster display
- Fold-down armrest consoles on 40/20/20 front bench seats now incorporate three integrated cup holders (automatic transmissions only) with access under the fold-down tray to the media hub (including auxiliary power outlet, 1.5-amp fully functional "play capability" USB/Aux ports optional 2.5-amp quick-charge USB port and SD-card slot)

FOUR KEY REASONS TO BUY

4. HANDY, INNOVATIVE TECHNOLGY

- New PowerNet Electrical Architecture — enhances on-vehicle and add-on electrical systems with a faster-performing, more capable on-board system incorporating a high- and low-speed data network. The network connects system modules to help ensure efficient information sharing of data throughout the vehicle
- New available Ram Control Centre 7-inch fully customizable multiview display in the cluster is technologically unmatched in either 2500 or 3500 class
- More intuitive, centrally located button control bank on the lower portion of the instrument panel, including optional auxiliary switches
- New levels of connectivity through centrally located media hub
- Available new premium navigation system with 3-D imaging (8.4AN)
- Available post-purchase navigation, activation (8.4A)
- New available automatic high-beam headlamp control
- New available Passive Entry/Keyless Enter 'n Go™
- New available rain-sensing wipers
- New available enhanced ParkView® Rear Back-Up Camera Systems with higher-resolution imaging and dynamic grid lines
- New available Centre High-Mounted Stop Light camera provides view of the bed for easier hookup of fifth-wheel or gooseneck trailers, as well as monitoring of cargo

- An electrical up-fitter interface module with 72 inputs/outputs, a secure gateway to the vehicle's electrical systems and data bus architecture, which enables safe, secure "plug 'n play" connectivity for up-fitter friendliness
- Intelligent battery sensor technology continually measures the flow of current into and out of the battery. This enables "intelligent load shedding," which systematically shuts off electrical systems onboard the vehicle if the battery is running low in order to help prevent the owner from being stranded due to a low or depleted battery
- Available dual 220-amp alternators on diesel-equipped 3500 to provide additional electrical power for more "green" commercial vehicle upfits

COMPREHENSIVE PORTFOLIO

There's a Ram 2500/3500 Heavy-Duty Pickup available to address the needs and wants of almost any buyer.

ST is offered in Regular and Crew Cab configurations. Additionally, a 2500 ST Power Wagon is offered, bringing the brand's most capable off-road, full-size pickup offered in its entry-level trim.

SLT combines affordability with an upscale exterior appearance and is offered in Regular, Crew and Mega Cab® configurations. Mega Cab continues to provide best-in-class interior volume.

Outdoorsman is purpose-built for the outdoor lifestyle and offered only as a 2500 Crew Cab.

Power Wagon is the most capable off-road pickup truck on the planet. It is offered exclusively as a Crew Cab, but three price classes are available: ST, SLT and Laramie.

Laramie is an aspirational vehicle for the traditional truck buyer. It is offered in Crew and Mega Cab configurations. A Laramie Power Wagon Crew Cab is offered to provide luxury features and the ultimate in off-road capability.

Laramie Longhorn combines the practical utility of a hard-working truck along with the comfort and appointments of a luxury car in a single vehicle, without compromise. It is offered in Crew and Mega Cab configurations.

SAFETY/SECURITY, UTILITY, VALUE, PERFORMANCE, STYLING (SUVPS)

Safety/Security

- A comprehensive suite of safety features:
  - Multistage driver and front-passenger air bags
  - Supplemental side-curtain and front seat-mounted side air bags
  - Electronic Stability Control is now standard on all models and features 4-wheel multichannel ABS, All-Speed Traction Control, Brake Assist, Rain Brake Support, Ready Alert Braking, Electronic Roll Mitigation, Hill Start Assist and Trailer Sway Control
  - Available ParkSense® Rear Park Assist System
  - Available ParkView® Rear Back-Up Camera with dynamic grid lines
  - Available Integrated Trailer Brake Controller
  - Available rain-sensing windshield wipers
  - Tire Pressure Monitoring System (2500 only)

Utility

- Class-exclusive available RamBox® Cargo Management System: two smart, cavernous strongholds that are lockable, drainable and versatile
- Available AllSecure™ system makes locking the tailgate and RamBox as easy as locking your doors
- Available Passive Entry/Keyless Enter 'n Go™
- Electrical up-fitter interface module with 72 inputs/outputs, a secure gateway to the vehicle's electrical systems and PowerNet data bus architecture for safe, secure "plug 'n play" connectivity
- Available dual 220-amp alternators on diesel-equipped 3500 to provide additional electrical power for more "green" commercial vehicle upfits

SAFETY/SECURITY, UTILITY, VALUE, PERFORMANCE, STYLING (SUVPS)

Utility, Continued

- 7711 kg (17,000-lb) conventional towing capacity Class V trailer hitch receiver 816 kg (1,800-lb) tongue weight with 4- / 7-pin harness connector
- Available factory-installed rear structural cross member with provisions for fifth-wheel and gooseneck hitches on 3500 models
- Available Uconnect™ systems offer the flexibility to play a variety of media, including CDs, DVDs, USB drives, MP3/WMA files
- Standard Uconnect™ 3.0 features 4-line text display, media hub with auxiliary input and USB port for music streaming, available SiriusXM Satellite Radio, available steering wheel-mounted controls and speed-sensitive volume control
- Available Uconnect™ 5.0 adds to 3.0 with 2.5-amp charging-only USB port for personal devices, 5-inch colour touch-screens that operates system and also displays ParkView® Rear Back-Up Camera images with dynamic grid lines (if equipped). In addition, it includes Uconnect™ Voice Command with Bluetooth®, which provides hands-free control over phone and streaming audio. It can even read text messages aloud
- Available Uconnect™ 8.4A builds on the 5.0 and features 8.4-inch colour touch-screen with the flexibility to purchase and add navigation
- Available Uconnect™ 8.4AN builds on the 8.4A with premium navigation featuring one-step voice navigation address entry, 3-D city maps with building icons and 3-D elevation maps
- Available media hub for centralized personal device connections and charging
- 6'4" or 8' cargo box with two-tier loading, bulkhead dividers and cargo tie-down loops
- Available spray-in bedliner
- Available power-sliding rear window with defroster

SAFETY/SECURITY, UTILITY, VALUE, PERFORMANCE, STYLING (SUVPS)

Value

- Warranties
  - 3-year/60,000 kilometre Basic Bumper-to-Bumper Warranty with Roadside Assistance
  - 5-year/100,000-kilometre Gas Powertrain Limited Warranty
  - 5-year/160,000 kilometre Diesel Powertrain Limited Warranty
  - 3 year Corrosion Protection Warranty
- Available wheel-to-wheel chrome tubular side step (2500 and 3500 SRW models)
- Up to 24,000 kilometre oil-change interval for the Cummins® Turbo Diesel with new SCR system
- Integrated grid heater on Cummins Diesel engine helps achieve cold-start ability without glow plugs or ancillary block heater in temperatures as low as -29°C (-20°F)
- Available heated steering wheel
- Available power adjustable pedals
- Available remote start system (only available with automatic transmission)
- Available heated and ventilated front seats and available heated rear seats (on Mega Cab® and Crew Cab)

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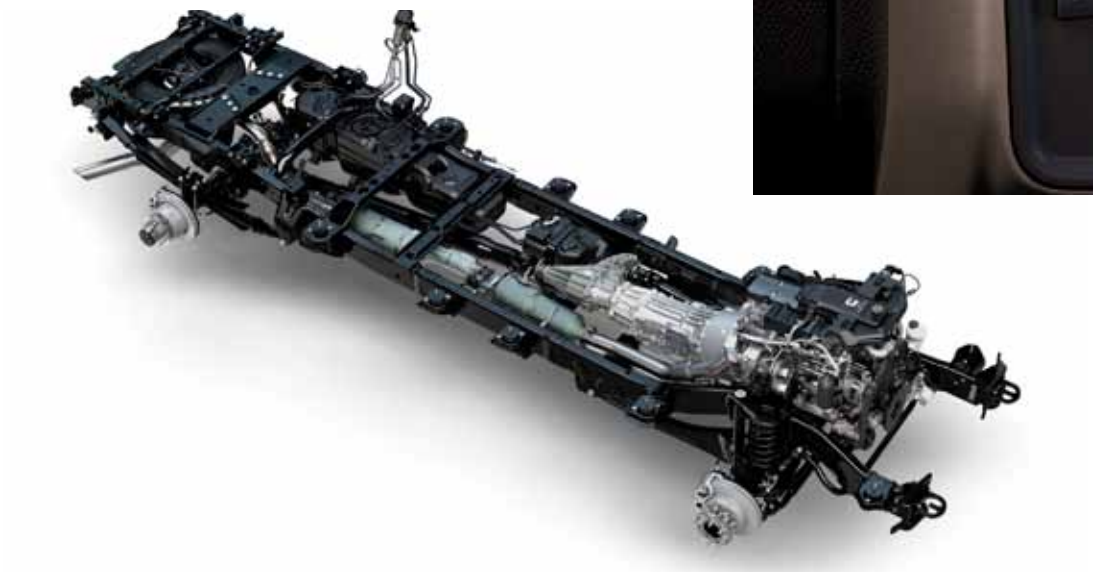
SAFETY/SECURITY, UTILITY, VALUE, PERFORMANCE, STYLING (SUVPS)

Performance

- Engines and Transmissions:
  - 2500 models and newly available 3500 SRW with 5.7L HEMI® V8 produces 383 hp and 400 lb-ft of torque (best-in-class on 3500)
  - Available 2500 & 3500 6.7L Cummins® Turbo Diesel with class-exclusive 6-speed manual – 350 hp and 660 lb-ft of torque
  - Available 2500 & 3500 6.7L Cummins Turbo Diesel with 68RFE 6-speed automatic – 370 hp and 800 lb-ft of unsurpassed torque
  - 3500 high-output 6.7L Cummins Turbo Diesel with new - Aisin 6-speed automatic – 385 hp and 850 lb-ft of best-in-class torque
- Cummins® Turbo Diesel features Variable Geometry Turbocharger with enhanced diesel "smart" exhaust brake, helping to control truck and trailer speed and improve brake life
- "Ram Active Air" computer-controlled valving system on diesel engines to help ensure optimal performance in all scenarios
- Axles feature available antispin differential (standard on Outdoorsman) and deliver front axle ratings up to 2722 kg (6,000-lb) Front Gross Axel Weight Rating (GAWR)
- Independent front suspension with coil springs (4x2), front link-coil with solid live axle (2500 4x4) or three-link with solid live axle (3500); updated Hotchkiss leaf spring rear suspension (3500)



SAFETY/SECURITY, UTILITY, VALUE, PERFORMANCE, STYLING (SUVPS)

Styling

- Bold, heroic front with forward lighting technology, wraparound front bumper with model-specific grilles featuring more chrome for 2013
- Updated styling with detailed design improvements to spotlight quality attributes:
  - Four distinct grille textures
  - Updated exterior ornamentation
  - Ram's Head Logo integrated into components (ex: headlamp assemblies)
- Standard high-performance quad lens halogen headlamps
- Available bi-functional projector lamps
- Supplemental high-beams
- High-style, modern wheels specific to each price class with new 18- and 20-inch wheels for 3500 SRW models
- Available rear LED taillamps
- Refined interior with dramatic styling, LED illumination, high-value soft-touch materials, impeccable fit-and-finish and outstanding ergonomics to reduce fatigue, even on the longest work days
- Forward-hinged rear doors open nearly 90° on Crew Cab — wide-opening rear doors open 85° on Mega Cab®
- Available full drop-down rear-door windows (Crew Cab and Mega Cab)
- Available power sunroof (Crew Cab and Mega Cab)

2013 RAM 2500/3500 HD

2013 RAM 2500/3500 HD	KEY TECHNOLOGY/FEATURE ADVANCEMENT
☑	Available of best-in-class 850 lb-ft of diesel torque or legendary HEMI® V8 gasoline-driven hp and torque on 3500 models
☑	3500 4x4 models feature increased front-axle gross weight rating for demanding snowplow applications
☑	Four-channel ESC now standard on 3500 DRW models, as well as all other models
☑	Standard Class V trailer hitch offers 7711 kg (17,000-lb) conventional towing capacity and 816 kg (1,800-lb) tongue weight
☑	50,000-psi steel used on entire frame for 3500 models and feature factory-installed cross member provision for fifth-wheel and gooseneck hitches
☑	Available AllSecure™ Remote Keyless Entry system allows locking/unlocking of all doors, tailgate and RamBox® (if equipped) with one button press
☑	Advanced 3.5-inch (standard), 7-inch multiview display (available) Ram Control Centres provide vital operating information at a quick glance
☑	Available dual 220-amp alternators available on diesel-equipped 3500 models to accommodate power demands of “green” upfits

RAM
IF YOU ARE VIEWING THIS IN FULL SCREEN MODE, PRESS ESC TO EXIT.
4X4
RAM
CHRYSLER ACADEMY